



## Frequently Asked Questions 2025 Intake

### Advanced Diploma in Communication Management

**Qualification code: A7001Q**

This document aims to answer your questions about enrolling for the Advanced Diploma in Communication Management. It is offered in the Department of Strategic Communication.

- To register online and get information about registration requirements, your application status, and international student guidelines, **click [here](#) and [here](#)**
- Payments, fees, bursaries, financial statements, acknowledgement of debt, and discounts **click [here](#)**
- For more information about the qualification, **click [here](#)**

#### 1. What is an Advanced Diploma in Communication Management?

The purpose of this qualification is for a student to develop the competence to strategically analyse, plan, apply and evaluate communication management in diverse contexts.

Students will be prepared to create innovative, professional, and globally recognised solutions to address strategic communication challenges and trends, locally and internationally.

All the modules need to be completed within the same year of registration.

#### 2. Compulsory semester modules for which to register

First semester	Second semester
Communication Leadership and Change (SCO7X01)	Digital Contexts (SC07X02)
Stakeholder Management (SCO7X04)	Issues in Strategic Communication Management (SCO7X03)

You need to complete all four modules in one year.

#### 3. Compulsory class attendance

Yes, class attendance is compulsory.

The University of Johannesburg is a contact university. The qualification is offered via



compulsory in-person lectures on our Bunting Road campus.

Classes occur on Tuesday and Thursday evenings, from 5 pm to 8 pm. Make arrangements with your line manager to allow time off to attend class if needed.

You will receive your timetable after registration.

#### **4. Can I live in another town or province and attend online?**

No. We are a contact university, and unfortunately, classes are face-to-face. Most assessments are also written by hand. Some assessments take place during lectures.

#### **5. Compulsory continuous assessments**

There are no traditional exams for the four modules. Instead, you will be assessed continuously throughout the semester through a variety of assessments.

The assessment marks are weighted differently to comprise the final mark out of 100 for each module. The pass mark for a module is 50%.

Every assessment should be treated like a mini-exam, as every mark counts towards your final mark.

Most assessments take place physically, in-person. Therefore, ensure you are always present and make sure you sign the register. Some assessments must be hand-written, while others require good computer skills and internet access.

You need to pass all four modules to pass the qualification.

#### **6. Will I have to budget to buy expensive textbooks?**

In most cases, we use readings you can access from the library or the internet for free.

#### **7. Get permission from your line manager before you register**

If you are employed, ensure you get the necessary written consent from your line manager at your workplace **before** you register. You will probably need to leave the office a little earlier to be in time for class.

You also need to set time aside for group and individual assessments.

#### **8. What do I need to qualify to apply?**

##### **8.1. A relevant diploma or degree**

You need to have relevant communication qualifications from SAQA-accredited institutions with an NQF level 6. In other words, students with relevant qualifications from any accredited higher education institution, not only from UJ, can apply. Students from all universities stand an equal chance to be considered.

Examples of NQF level 6 qualifications are Diplomas in Communication Management, or Public Relations or related disciplines. Or a BA Degree majoring in the disciplines of Communication Management, Strategic Communication, Public Relations and related fields. The admission committee will also consider relevant applicants with a strong theoretical grounding in related disciplines such as marketing communication. Applicants must be available for an interview if required by the selection committee.

## **8.2. A 60% average is required when registering**

In addition to the minimum admission requirements, prospective students must obtain a minimum of 60% average in their final year in a relevant Diploma or BA degree to be admitted to the Advanced Diploma.

Because of small classes and limited space, the top-performing students get a preference to be placed first. You may, therefore, get a 60% average but still find that you are rejected or placed on the waiting list, as there may be many other students with better marks.

## **9. Will my work experience be taken into consideration?**

These cases are dealt with on an individual ad-hoc basis. Work experience may be considered if an individual has over five years' experience in a relevant communication-related industry. However, all other requirements and criteria still need to be met. Please remember to submit your most recent CV with contactable references as part of your application.

## **10. Documents needed when applying online by 31 October at 12pm**

- i. Certified, official academic record from the university where you studied (printouts from the Internet will not be accepted).
- ii. If you are still studying and busy completing the final year of your diploma or degree, you may be provisionally accepted, based on your marks up to the midyear exam of your application year.
- iii. A certified copy of your ID document.
- iv. Your most recent CV with contactable references.
- v. International students must submit an evaluation of their qualifications from the South African Qualification Authority (SAQA). Your application cannot be finalised without a SAQA certificate.

Only online applications via the website will be accepted. No email applications are accepted. We do not allow walk-in student applications or online applications for next year's intake during January and February next year. You need to apply the year prior to the academic year.

## **11. Do you have a mid-year intake? Can I register in June to apply for Honours?**

No, there is only one intake per year in January.

## **12. Can graduates apply for higher-level qualifications such as Honours?**

This qualification allows access to the Bachelor of Arts Honours majoring in Strategic Communication (NQF level 8) offered within UJ's Department of Strategic Communication.

This qualification also gives graduates access to other relevant NQF level 8 qualifications, such as postgraduate diplomas. However, it depends on the institution where you apply to get accepted according to their entry requirements.

## **13. What can I do to improve my academic average to qualify?**

If an applicant does not meet the 60% average requirement, a relevant NQF level 6 qualification could be completed, and the individual can then re-apply to complete the Advanced Diploma.

The Department of Strategic Communication does not offer bridging courses to address the issue of completing alternative courses to improve academic averages.

## **14. What if there is no space for me at UJ?**

Candidates are strongly recommended to apply at other institutions of higher education that offer similar courses: Tshwane University of Technology, Vaal University of Technology, Cape Peninsula University of Technology, The Independent Institute of Education and The University of South Africa, to name a few. Because of limited space, apply at multiple institutions to avoid disappointment.

## **15. Does SAQA recognise the qualification?**

Yes. NQF Level 07. SAQA Qualification ID: 108857. Credits: 120

## **16. If I do not have a diploma or degree in public relations, strategic communication, marketing communication, or corporate communication, can I still qualify?**

Your undergraduate qualifications must clearly show that you have a strong theoretical grounding in the fields of public relations, corporate communication, marketing communication, strategic communication, and related communication. Without this, you will not qualify for the Advanced Diploma.

## **17. If I receive a letter of acceptance, will a place be reserved for me to register until the end of the registration period?**

If accepted to the programme, you must register as soon as possible once the UJ registration period begins. Being accepted does not guarantee a space. Only once you have received a letter of acceptance from the University and paid your registration fees, is your space booked. The university follows a "first come, first serve" registration policy. This means that if the places in the programme are filled up before the end of the registration period, the registration for the programme is closed.

Once your application has been approved and you have been finally accepted, you are

urged to register at your earliest convenience, pay the registration fee, and send us proof of registration to secure your place.

Once capacity has been reached and we are full, registration for our Advanced Diploma qualification will be closed. Again, we urge you to apply to several institutions simultaneously to avoid disappointment.

**18. How much are the registration costs and course fees, and are any bursaries available?**

- To register online and find information about registration requirements, international student guidelines and fees, **click [here](#)**

**19. Who can I contact if I have additional questions?**

**Course enquiries:**

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**Registration enquiries:**

Call Centre 011 559 4555 or email [mylife@uj.ac.za](mailto:mylife@uj.ac.za).